

A MAGAZINE FOR WRITERS • EDITORS

THE Quill

IN THIS ISSUE

Headlines of 1933

By Barry Faris

Daring the Displeasure of the Senate to Get the News

By Leslie Erhardt

Exchanging Views on Exchanges'

By Horace Donald Crawford

He "Scooped" the World on the Custer Massacre

By Paul G. Friggins

Sigma Delta Chi and the Guild

By John Eddy

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• AND • PUBLISHERS •

THE QUILL

A Magazine for Writers, Editors and Publishers

FOUNDED 1912

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At Deadline—R. L. P.	2
Headlines of 1933!—Barry Faris	3
Exchanging Views of Exchanges—Horace Donald Crawford	4
Sigma Delta Chi and the Guild—John Eddy	6
He "Scooped" the World On the Custer Massacre—Paul G. Friggins	7
Daring the Displeasure of the Senate to Get the News—Leslie Erhardt	8
The Book Beat—Conducted by Mitchell V. Charnley	11
Who—What—Where	13
Editorials	14
As They View It	14

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AT DEADLINE

By R. L. P.

ALTHOUGH somewhat belatedly, may the Editor send you his best wishes for the New Year, along with a promise to make the magazine for 1934 as interesting, helpful and useful as possible. In keeping that promise, your interest, cooperation, counsel and suggestions will be helpful.

We are giving THE QUILL a new garb for this year—not for any particular reason other than one likes to see even the oldest of friends spruce up, put on something new, and keep abreast of the times. We hope to be able to place between the covers, this New Year, some of the best articles we ever have presented.

THE Editor and his lady spent the holiday season on a combination vacation-business trip that carried us through six states and resulted in a host of pleasant experiences, recollections and stories.

There was a pleasant Christmas with "The Folks"; an enjoyable visit to that most interesting of colleges, Berea, in Berea, Ky.; swiftly passing hours in Gatlinburg, Tenn., with headquarters in the picturesque but immaculate Mountain View Hotel, visiting with A. J. Huff, its proprietor, J. R. Eakin, likeable and result-getting superintendent of the proposed Great Smoky Mountain National Park, and Charles Dunn, the long-legged assistant chief ranger who knows and loves the area.

Then that unforgettable climb over the Smokies into North Carolina. On to Asheville, where, from our windows in the Battery Park Hotel, the surrounding rim of peaks bade us welcome. From Asheville, the trail led southward through picturesque Tryon, colorful Columbia, S. C., and thence to one of America's few real picture cities, Old Charleston, S. C.

THERE was so much of interest between Detroit and Charleston that we never reached Florida, although we had thought of spending a few days there. From Charleston, we turned northward, our route carrying us through Augusta, Athens and Gainesville, Ga., on to Murphy, Tenn., up the justly famed Nantahala Gorge, back through the Great Smoky National Park and into Knoxville.

New Year's Eve in Knoxville, with cannon crackers making such an unearthly din all night long that it sounded like a major engagement in a by no means small war. No more

(Continued on page 13)

HEADLINES OF 1933

● A Brief Summary of Outstanding News Stories of an Eventful Year ●

By BARRY FARIS

Vice President and Editor,
International News Service

HISTORIANS probably will record the year 1933 as the most momentous one in peace times in the history of our country.

From a news point of view I believe the past year ranks with the hectic and tense days of the World War. Those of us who sat at news desks then had most of our attention directed to Europe. The year 1933 was different in that our attention, or at least the major part of it, was devoted to the swiftly moving events that were making history in this country. It was largely a "Made in America" news year.

I was asked recently to name what I thought were the ten biggest news stories of the year. After consulting with my colleagues in the International News Service and with a score of editors throughout the country including William A. Curley, of the New York *Evening Journal*, William Bas-kerville, of the Baltimore *News*, Albert Dale, of the Detroit *Times* and John B. T. Campbell, of the Los Angeles *Herald-Express*, we decided upon the following:

The enactment of the National Recovery Act.

The banking holiday.

The repeal of Prohibition.

The United States going off the gold standard.

The attempted assassination of the then President-elect Roosevelt at Miami.

The sudden death of former President Coolidge.

The San Jose, California, lynchings. Hitler's ascension to power in Germany.

The crash of the dirigible Akron. Wiley Post's record-breaking solo flight around the world.

THERE were many others given prominent mention, including the downfall of Machado in Cuba, the Senate banking inquiry in Washington with J. P. Morgan as a witness,

the recognition of Soviet Russia by the United States and Germany's withdrawal from the League of Nations.

The bulk of the year's big news revolved around President Roosevelt. Even before he took office he figured in one of the year's big stories when the deluded Zangara attempted to assassinate him at Miami, Fla. The story of how the big press associations covered that tragic affair is one of the year's most interesting newspaper yarns.

International News Service is a day press association, supplying a telegraphic and cable report for afternoon newspapers. But George E. Durno, a veteran of the I. N. S. staff who was traveling with the President-elect's party, within the space of a few minutes had flashed the New York office, where an around-the-clock "dog watch" is maintained.

Within another very few minutes the whole I. N. S. organization was functioning. Editors and reporters were routed out and assigned to their posts, wire circuits were set up and the story was quickly flowing out to all parts of the country. Durno, aided by the resident correspondent and his assistant, worked through the night and the next day without sleep. The NRA had not yet come into existence.

And, traveling north with the President-elect's party the next day Durno scored a brilliant beat by be-

Barry Faris



BARRY FARIS, vice president and editor of International News Service, by his achievements in covering the world for news, has earned the title of "Spot News King." His brilliant handling of a staff of bureau managers and correspondents in every city of importance in the United States and in world capitals has made him one of the best known executives in the field of journalism.

He has a remarkably developed sense of perception and intuition which work simultaneously. His is a "trigger" mind. He "sees" a news story instantly, and can get organized on a big story with amazing speed.

With all his force as an executive, his driving ability, his resourcefulness, Barry Faris is gifted with strong personal magnetism. He is eminently fair, a "square shooter," as all who have worked for him or with him will testify. In many cities in this country and abroad are prominent writers, whose bylines are known to newspaper readers everywhere, who owe their training to him and are proud to acknowledge it.

Barry Faris has been continuously with International News Service for 18 years. His work as a newspaperman and press association executive in the difficult and nerve-trying position of "covering the world" has carried him from coast to coast and abroad. He has, as the editor of a world-wide news staff, directed the gathering and editing of the stories of history-making events which for nearly two decades have kept reporters on their toes.

(Continued on page 12)

Exchanging Views on Exchanges

By HORACE DONALD CRAWFORD

Editorial Department,
The Indianapolis News

WHAT is the place of the exchange desk in the preparation of the newspaper of 1934?

Managing editors of several leading metropolitan papers were invited to cooperate in a survey relative to the exchange desk's role in the daily drama of metropolitan newspapers.

This phase of journalism has received little notice in recent years. It has been the "forgotten" branch of newspapers. Current economic conditions, however, have renewed its importance, and several managing editors expressed great interest in exchange desk operation and responded generously to this survey.

THIS article becomes essentially an exchange of views on exchanges. The following questions were sent to the managing editors:

1. In what ways is the exchange desk a vital part of your paper?
2. How many editors are at your exchange desk? What is their average salary (1) in normal times, (2) during the depression?
3. How do these editors compare in training, age and ability with your reporters and copyreaders?
4. Do you consider training at your exchange desk especially valuable for editorial writers?
5. What suggestions have you for increasing the importance of exchange desk work?

The managing editor of a paper whose combined evening and Sunday circulation exceeds 336,000, in a city of more than 500,000, attaches "considerable importance to the exchange department" and has this to say regarding its contribution to his paper:

"The exchange department of (name of his paper) is more comprehensive than that of most papers. It includes handling of (a) editorial page features; (b) book reviews; (c) serials; (d) comics; and (e) letters from the people, in addition to reading of newspapers and magazines and books for clippings and suggestions.

"The main efforts of the department are concentrated on the editorial page features. Four columns daily on the editorial page (outside the editorials) are used for 'background of the news.'"

THERE is a wide difference of opinion in newspaper offices regarding the importance or lack of importance of the exchange desk.

In some offices, the exchange desk is the last refuge of the worn-out, broken-down newspaperman. It is the haven of the "pensioners." In other plants the exchange desk is an important factor in the preparation of a newsy, interesting paper.

Horace Donald Crawford, of the editorial staff of the Indianapolis News, queried the managing editors of a number of large papers, asking them pertinent questions regarding the manning and functioning of the exchange desks of their respective papers.

He has summarized the results of his survey in an article prepared especially for readers of *The Quill*.

Illustrating how the exchange department works in preparing an article about a prominent man who was making front page news at the time, this managing editor wrote: "An exchange department staff writer has the newspaper library search the Readers' Guide of Periodical Literature, and the New York Times Index for information, and has the public library reference department send down any books it can find on the subject. A day may be spent digesting all this material, and an article, giving a colorful picture of the man, his habits, his background, his ideas, and anecdotes that show his personality, will be written and printed on the editorial page with a carefully selected illustration, preferably an artist's sketch. The story is featured with a 3-column or 4-column heading and the make-up is planned to give artistic balance. The story may take up 2½ columns.

"The remainder of the four columns is devoted to secondary reprinted articles, articles reflecting how other people live, and what they think; or

anecdotes or short human interest pieces. Generous use is made of humor. Foreign illustrated satire is popular; and unillustrated jokes sprinkled over the page attract attention of readers who might be repelled by the thought of 'an editorial page.' Special effort is made to avoid being 'literary' and to avoid being 'too historical.' Editorial page features should have some direct connection with the news or with something brought to mind by a current news item. If the exchange department finds a suitable editorial page feature in some magazine or newspaper or book, it reprints it with conspicuous credit.

"The exchange department provides all departments of the paper with clippings, tear sheets, and story suggestions from other newspapers and magazines."

EXCHANGE desk work, where research is emphasized, may be further illustrated by the experience of another large newspaper, whose managing editor gave this information:

"Our exchange desk is operated as a section of the universal copy desk. It works directly under the news editor and copyreaders may be switched from the universal desk to the exchange desk or vice versa, depending on demands. Space conditions do not make it necessary for us to use any great amount of filler, and therefore the efforts of the exchange desk men are devoted largely to research. They read exchanges for new slants on stories of all kinds, for tips to the city editor, for suggestions of maps and informative or feature development of running stories for the news editor, tips for the state editor and for the various sub-editors as dramatic, automobile, airplane, financial, etc. They also read the magazines likely to produce stories or tips for stories."

Another paper's exchange department, according to the managing editor, brings valuable "picture ideas for our picture editors." The exchange desk of another large paper has become essentially "a feature department where the work of reading exchanges is carried on by men qualified to rewrite and condense feature material."

Still another managing editor wrote: "The most valuable thing we get out of other newspapers is not specific articles but ideas for handling news, ideas for features that can be adapted to our field." Exchanges of some newspapers that do not maintain a specific exchange desk go directly to the editorial writers or through the hand of the editor or managing editor.

SALARIES of exchange desk men vary widely. Limitations of this survey prohibit generalizations on this subject. Some papers pay \$60 or \$70 a week, while others pay as low as \$18. Managing editors giving information on salaries designated reductions during the depression.

Experience of exchange editors is another factor of considerable variation. Some newspapers have men of high capability and several years' experience in other branches of the paper, such as reporting or copyreading, as their exchange editors. One newspaper's exchange editor was designated as an elderly man, "virtually a pensioner." Experience of several was supplemented by college training.

Several managing editors responding to this survey considered exchange training as especially valuable for editorial writers, for, as one editor expressed it, "it serves to expand the viewpoint and set up standards." One managing editor, however, took decided exception. "It is possible," he said, "that careful study of the methods of outstanding editorial writers is helpful; but it is likely, also, to retard development of individual style."

Suggestions by prominent managing editors for improving exchange desk work are especially significant because they have a direct bearing on newspaper publishing in this transitional period. One managing editor whose newspaper is outstanding because of its innovations and experimental attitude, summarized his suggestions in this manner:

"The way to increase the importance of exchange desk work is to convince the exchange desk men and the other members of the staff that the exchange desk is to do more than shovel out filler in wholesale lots. In some offices that is the only duty of the exchange desk, but if the right man is put on the desk, he can keep the news editor and the city editor busy developing his tips. The exchange editor who is supposed to do that kind of job, however, must be relieved of the purely mechanical work of clipping and pasting news filler."

Graduation to the exchange desk was advocated by another managing

editor, who wrote: "Let competent newsroom men be 'graduated' to the exchange department and not just be sent to the exchange room when they have become too cranky or too incompetent for other work. Alert people with newsroom background will make an exchange department alert, and will supply the entire paper with vital tips and stories."

THE managing editor of a paper that is experimenting with "an editorial page exchange department and a newsroom exchange department," has this to say regarding the future outlook: "We are of the firm belief that this will be one of our greatest chances of improving our product and with the return of better times we expect to expand on the foundation we have already built to the place where we will use some exchange material through all of our editions."

Transition in newspaper publishing is discerned by another editor, and he looks toward his exchange department for increasing contributions to meet the situation: "I feel that the production of a newspaper is becoming more and more divided into two distinct branches. One of these is devoted to the production of news and the other to the production and treatment of features. The day when news will suffice appears to have passed. Entertainment and diversion of a higher standard than ever before attempted must be undertaken if newspapers are to compete for attention under modern conditions of living. The logical place to start the operation of this feature division would be with the group assigned to the reading of exchanges. We are

moving along this line in our experiment."

Managing editors, the survey showed, evaluate exchange desk work all the way from a needless luxury to one of their most important and highly valued department. Some pay their exchange editors miserably low salaries, regardless of services, while others pay experienced and competent men high salaries. Some managing editors seemingly are convinced that exchange desks are nonessential adjuncts, and merely assume a shoulder-shrugging attitude regarding their possibilities. Others express keen interest, offer constructive suggestions and foresee increasing opportunities for applicable newspaper research.

Journalistic frontiers still await those with creativeness and courage enough to find them, and careful study of other papers should suggest new constructive ideas. Individuality in newspapers is difficult to maintain in these days of identical press services. Nevertheless, individuality in headlines, type, make-up, advertising lay-outs and editorial viewpoint are preserved. Constant search for ideas from other papers should not diminish this individuality; but should, on the other hand, enhance its strong points and eliminate its inferior characteristics.

Editors who constantly strive for improvement of their publications by constructive experimentation undoubtedly will discover still more important uses for competent men at their exchange desks. Journalism is no exception to that age-old wisdom that the quality of its product will always be commensurate with the character and ability of the men by whom newspapers are created.

America's Country Newspapers

By Prof. JOHN H. CASEY

School of Journalism, University of Oklahoma

WITHOUT its newspaper the small-town American community would be like a school without a teacher or a church without a pastor. In the aggregate, the country newspaper determines the outcome of more elections, exerts a greater influence for constructive community progress, is read longer by more members of the family and constitutes, with its millions of circulation and quadrupled millions of readers, a better advertising medium than any other group of newspapers or periodical publications.

When properly conducted, it cultivates so intensively its home news field that city dailies, farm journals and general magazines circulating in the same territory become only secondary influences.

Through service to its community, the country newspaper will not merely survive; it will continue to flourish as the most representative, most distinctive, most wholesome type of journalism America has produced.—*Soon'er State Press*.

Sigma Delta Chi and the Guild

By JOHN EDDY

Secretary, American Newspaper Guild

THERE came to me in the mail the other day a postcard questionnaire on the subject of the Newspaper Guild from the New York Alumni Chapter of Sigma Delta Chi, professional journalistic fraternity.

The receipt of such a questionnaire suggested to me that the officers of the local alumni chapter of the fraternity did not know whether to welcome the guild as a brother or to ignore it as an upgrowth of the great unwashed; that they wished to consult their membership before doing either.

If so, I am glad to state my reaction, for, as secretary of the national guild and as a member of the fraternity, I believe it possible to say a few words in the good interest of both organizations.

Would I favor the chapter's supporting the Newspaper Guild?

I think that any group of newspapermen brought together by their university training and by their avowed idealistic attitude towards their profession or occupation would be unfortunate in failing to support a movement which in the brief space of two months has enlisted the overwhelming majority of the newspapermen of this city, whose economic aspects are incidental to its idealism, and which is already on the way to becoming a significant national organization.

To what features of the Guild do I object?

I object to the fact while we have more than 1,000 members in New York City there are still some men to come in, still more chapters to be organized. I object to our lack of adequate finances. I object to the fact that complete national organization is going to be a long hard process because of that lack.

Have I joined the Guild?

Of course.

Should the Guild's main purposes be to improve wages? Journalistic standards? Or both?

Both. The first is incidental to the second.

Do I believe the Guild should function as a collection of individual shop units acting independently? As a city-wide group affiliated with a national Guild? Through affiliation with the A. F. of L?

The second. As a collection of individual shop units, the Guild would be mainly hot air. The A. F. of L. doesn't want us, and—with a very notable exception in the man to whom we are most indebted, Heywood Broun—the run of newspapermen are not eager for the A. F. of L. We are on friendly terms with the mechanical workers' unions, we know that we lack their experience and unity, on organizational subjects we are glad to sit at their feet and imbibe wisdom; but we feel that the time and the method have arrived whereby the newspaper men and women of America can stand on their own feet, collectively, as citizens engaged in the one occupation upon which peculiarly rests the foundation of American liberties. We feel that, working in the collective spirit of the times, we can take an important and healthful role in the American scene.

Would you favor petitioning the national fraternity to indorse the Guild movement?

Personally I should like to see Sigma Delta Chi go farther than mere endorsement. It seems to me that a body of men who by special training and early dedication to their life

occupation are fitted to assume leading places in journalism should lead the way in a movement calculated to "improve the conditions under which newspapermen and women work; to protect their rights of collective action; to raise the standards of journalism, and for mutual help."

I know there has been a lot of misgiving over the question of whether or not the guilds are unions. In any strict sense of the word, I do not think they are. Almost every guild has shown either in its constitution or in other ways its disposition to cooperate with the publishers, its anxiety to avoid conflict.

Old line labor unionism is not to the taste of the newspaperman. As a reporter he has seen too much politics and racketeering in labor unions to feel that their structure is adequate to his needs. But to dodge the issue of collective bargaining when the NRA was responsible for bringing us into existence, after having been invited by the NRA to represent newspapermen's interests in code negotiations, after having been assured by the president and the chief counsel of the American Newspaper Publishers' Association of recognition as a bargaining body, would strike me as pathetic. Newspapermen should be the first, rather than the last, to enter into the spirit of the times. That spirit is collective, not individualistic. Collectively we can raise our standards. Individually we can talk about doing so, but we can't even talk very effectively because it is difficult to get an audience when you are talking just for yourself.

We hope and expect to achieve our ends by the collection and presentation of facts. In other words we shall rely upon that intangible known as public opinion with whose creation we are so intimately concerned. The history of similar organizations among the newspaper workers of Great Britain, Italy, Australia and other countries, suggests that we can obtain much in raising our standards of work and the conditions under which we work without resort to unionism.

But, in so far as the Government and the spirit of today call upon us to perform certain functions commonly attributed to labor movements, we don't plan to shirk them.

He "Scooped" the World on the Custer Massacre

By PAUL G. FRIGGENS

THE feverish fervor of a great correspondent at work on the most stirring news story ever flashed from a frontier town in the old west, is sure to be felt again in the pioneer city of Bismarck, N. D., Jan. 19, when editors from every section of the state pay tribute to the memory of Col. Clement A. Lounsberry, the man who "scooped" the world with his Custer massacre dispatches.

On that date, the North Dakota Press association in annual convention will honor the late Colonel together with W. C. Taylor, long-time publisher of the *La Moure County Chronicle* and author of the widely read "Taylorgrams." Both have been selected for the North Dakota Journalism Hall of Fame and their portraits will be unveiled during the January session. Later the two portraits will be given a permanent place of honor in the new main building at the University of North Dakota, Grand Forks.

Active during his 80 years of life as a soldier, officer in the Civil war, attorney, an agent of the United States Land department, postmaster and finally a newspaperman, Col. Lounsberry, who died at Washington, D. C., in 1926, found expression for his greatest efforts in the launching of the Bismarck Tribune in 1872. It was as editor of the Tribune and accredited correspondent of the New York *Herald*, that Lounsberry filed the first messages that carried the tragic story of Custer's defeat and massacre to the rest of the country.

THE massacre of Gen. Custer and the men under his personal command occurred June 25, 1876. Gen. Terry and his command reached the battlefield June 27 and rescued Reno's besieged forces. The Sioux Indians, retiring on his approach, and breaking up into small bands, were able to escape to the west and south, Terry having no force to pursue. Immediately the General set about to bury the slain of Custer's force and with 51 wounded men from Reno's battalion, borne on improvised litters, made his way to the Steamboat "Far West," placed his wounded aboard it

HOW one of the most stirring news stories ever flashed from a frontier town reached the more populous centers is told briefly, graphically and in straight news fashion in the accompanying article by Paul G. Friggens, editor of the Capital News Bureau, of Pierre, S. D.

Quill readers will recall Mr. Friggens as the writer of the interesting article, "Be Thankful for Depressions," that appeared just a year ago this month in the magazine.

In that article, he related how, after being out of a job for 20 months, he set up his own news bureau and service and began free lanceing. At the present time, Mr. Friggens is acting as correspondent for several newspapers and press services, including the Christian Science Monitor, the New York Times and the Associated Press.

His bureau furnishes a capital report service to 21 dailies and he recently has launched a similar service for weeklies and semiweekly papers.

and shoved off for the mouth of the Big Horn River.

The steamer, after a day's necessary delay at the Big Horn, moved on to Fort Abraham Lincoln, across the Missouri from Bismarck. It reached Bismarck July 5, carrying aboard "Curley," an Indian scout who could communicate the gripping story only by drawing pictures of the battle.

When the "Far West," commanded by Capt. Grant Marsh, arrived in Bismarck at 11 o'clock on the night of July 5, Col. Lounsberry and J. M. Carnahan, telegraph operator, were the first to be aroused by the officers and men from the boat who rushed along the streets of Bismarck awakening the inhabitants of a sleeping town wholly unaware of the great tragedy.

Seconds later and the Colonel had started the composition of what

turned out to be a 15,000 word dispatch, and one of the few really great stories that have throbbed in tune with the tense emotion of its author.

The first bulletin to the New York *Herald* read thus:

"BISMARCK, D. T., JULY 5, 1876
—GENERAL CUSTER ATTACKED
THE INDIANS, JUNE 25, AND HE,
WITH EVERY OFFICER AND MAN
IN FIVE COMPANIES WERE
KILLED. RENO WITH SEVEN COM-
PANIES FOUGHT IN INTRENCHED
POSITION THREE DAYS. THE
BISMARCK TRIBUNE'S SPECIAL
CORRESPONDENT WAS WITH
THE EXPEDITION AND WAS
KILLED."

LOUNSBERRY had planned himself to go with the expedition but was forced at the last minute to give it up because of the illness of his wife. In his place he sent Mark Kellogg, a *Tribune* reporter. The New York *Herald* sent Kellogg's widow and children \$2,000. Lounsberry's story cost the *Tribune* \$3,000 in filing.

The Colonel had as data from which to grind out his great story in the hectic hours of that summer night, more than a column of notes on the campaign up to the day of the battle written by Kellogg and rescued by Gen. Terry himself from the pouch beside the correspondent's body. Kellogg's notes had been scribbled on ends cut from newspapers and were mouldy from exposure to rain. There were two columns of competent description set down by Maj. Brisbin. Added to these were interviews with Capt. Smith, Dr. Porter, Capt. Marsh, Fred Girard, and the stories of Gen. Terry, of "Curley," the scout, and many of the wounded.

During a lull that night in the stuffy little telegraph office where Lounsberry was weaving a story of dramatic and historic significance, and where Carnahan sat at the keyboard for almost 22 hours without moving, clicking off the startling news as it came from the hands of the writer, the Colonel flung a copy of the New Testament over to the operator exclaiming: "Take this! Fire it in when you run out of copy. Hold the wires.

(Continued on page 12)

DARING THE displeasure of th

By LESLIE ER

Associate Ed
Congressional Intelli

FRANKLIN D. ROOSEVELT'S administration, marking a new deal in American life and politics in so many respects, is the first in the history of the United States in which all of the presidential appointments will receive approval in open sessions of the Senate instead of being railroaded behind closed doors.

While a halt was called to secret sittings of the Senate during the Hoover administration, many of the Hoover appointments already had been confirmed, including that of Irvine L. Lenroot to be a customs judge.

At the present session of Congress, all of Mr. Roosevelt's nominations will get Senatorial scrutiny and criticism full in the public eye, as was done with his nominations at the special session last spring. Nothing will be withheld. No nomination will be taken fearfully, clandestinely, whisperingly, behind barred doors where its skeletons may be aired but kept from the voting millions who have a right to know about them.

THese healthy open dealings have their immediate roots in the activities of a young newspaper reporter back in 1929. Because he had the enterprise and daring to uncover and publish the furtively cast votes of the Senators in approving Mr. Lenroot for office, he afforded the impetus that shook the bars from the Senate doors and made all of its public business the business of the public.

It will be remembered that Paul R. Mallon—the 28-year-old United Press reporter in question—ran dire risk to himself in his nationally acclaimed achievement. Summoned to the bar of a grim and resentful Senate committee, he faced citation for contempt of the Senate and possible jail sentence in the manner of Harry Sinclair, of the oil scandals.

On the racks of this seasoned Committee, the hardy youngster, matching wits against famous legislatures, kept his head and checked his tongue. The prosecuting Senators present avidly heated their inquisitional irons to extract from him the source of his information about the votes. They turned the screws tight and tighter and laid on with their white-hot rods of questioning. Mallon, courteously but decisively, refused to break a professional confidence, disclosed nothing.

Nor has there since been any revelation of the facts. They have been shrouded in secrecy. The present writer, attracted by the importance and daring of Mallon's feat, has dug into the facts, ascertained the reporter's cohorts, how it was he got the story that turned the tide for "open confirmation openly arrived at," and herewith sets forth in a recounting of the story all but the names of the actual collaborators.

IT IS pertinent to state that these collaborators were not simply helping a newspaperman to get an excellent and exclusive story for his press association. They had an axe of their own to grind, and to the credit of the alert Paul be it said that within a month after their assistance to him, they found their trusty axe come back to them all bright and shiny and sharpened.

The furor-raising story broke in the press on a May morning in 1929—May 21 to be exact. As the stately solons saw their secret balloting displayed in stark nakedness for a waiting world to leap on and criticize, pandemonium reigned. Their action had not been taken for public consumption, even though it was public business, and they forgot all about the nation's immediate needs as they took time off to castigate and prepare the racks for the offending newsman.

"We all know, to face the facts," declared Senator Reed, of Pennsylvania, in denouncing the action before the Senate, "that the newspapers flaunt the rule of secrecy and brag about it . . .

"However, I want to call the attention to the fact that there is a particular offense in this case, because Mr. Mallon, who flaunts his name at the head of this article, the discoverer of this roll call, is one of the four reporters, as I understand, who have the courtesy of the Senate in that he is permitted to come on the floor of the Senate itself. Yet, enjoying that uncommon privilege, he puts his name at the head of this article in defiance of the rules of the body whose guest he is when he comes on this floor. . . ."

Various Senators came to Mallon's defense.

HOWEVER, lowering clouds of punishment for the harassed reporter continued to gather about the senatorial horizon. The next day the

HERE, in the third of his series of "Back of Cles, Leslie Erhardt, associate editor of gives you the "low-down" on a news story wide attention.

Paul Mallon's experience with the Senatually the necessity for legislation giving a his news sources.

Efforts to obtain such legislation, argumans right to such legal recognition of a jourrial pertaining to the subject were ably presrick S. Siebert in the December issue of The

Mr. Erhardt will continue his interesting issues of the magazine.

Rules Committee, convoked in special sitting behind closed doors, viciously chewed the facts about the story, muttering suitable imprecations under its breath against the doughty newshawk as it did so, and came out trumpeting in elephantine anger with a vigorous denunciation of his action.

Not alone that, it swept from him his access to the Senate chamber to converse with the Senators, while leaving untouched this privilege for his competitors.

In a censorious resolution, adopted apparently in unanimous fury, the Committee proclaimed the heinous affront that had been done the dignity of the Senate. Further, it decided to meet the following Monday to learn what member or official of the Senate was responsible for "the leakage of this information."

Later, in the Senate proper, Young Bob LaFollette, of Wisconsin, in the seat of his father who had been an ardent advocate of unbarring the Senate's doors at all times, came to the rescue of the young Mallon. He attacked the resolution to exclude the United Press from the Senate floor.

"There can be, in my judgment, serious objection to that action," he asserted. "It is in the nature of a dis-

THE SENATE TO GET THE NEWS

LIE ERHARDT

Associate Editor,
Congressional Intelligence, Inc.

of "Back of the Washington Date Line" article editor of Congressional Intelligence, Inc., news story and its aftermath that attracted

the Senate committee demonstrated graphically giving a reporter the legal right to protect

ation, arguments supporting the newspaperman's right to a journalistic principle and other materials ably presented, as you will recall, by Fred G. Mallon in the issue of *The Quill*.

interesting and illuminating series in future

ciplinary measure against a representative of that press association, because the Committee on Rules continues to give the rights of the floor to the other press associations, who, for the particular moment, do not come under the displeasure of the Committee on Rules or its Chairman. The Associated Press, the International News Service, the Universal Service, the United News, are still given the privilege of the floor. . . .

"As I view the matter, the United Press violated no newspaper ethics, and violated no rule of the Senate in obtaining a legitimate piece of information concerning the public business and printing it. . . . No charge can be made against Mr. Mallon, or any other person involved in the writing of this story that he did not conduct himself as an ethical newspaperman."

POINTING out that the rules of the Senate never had designated newspapermen as having a right to the floor but that the privilege had been extended to the press associations as a distinct courtesy, the second "Fighting LaFollette" flung down the challenge that, if need be, to gain like treatment for all he would invoke

the rule and see that no newspaperman be permitted on the floor.

Hiram Johnson, the fiery, master-tongued Californian, jumped shoulder to shoulder with Young Bob in flinging forth this challenge.

Nor was the warning idle chatter. Later in the day, as a newsman entered the chamber and the press gallery looked on tensely at the drama, LaFollette sprang to his feet.

"Mr. President," he called out, "I make the point of order that Mr. Fraser Edwards, representing the Universal Service, is on the floor of the Senate without the authority of the rules of the Senate. I request the Chair to enforce the rule and instruct the Sergeant-at-Arms to escort him from the chamber."

Vice-President Curtis complied and out of the chamber sallied Mr. Edwards.

Following up his action, and to show that he sought fair play for the press, Young Bob the next day introduced a resolution for amendment of the rules to permit representatives of all the press associations on the floor.

AS the dubious seventh day after the publication of the article arrived and the Rules Committee assembled for its touted inquisition, the Capitol was agog with anticipation. Excitement ran rampant as people hurried down the halls to "sit in" on the unparalleled show, gabbled about "the thin-skinned" Senators, lauded the bold boy who had flaunted them, and labeled the whole extravaganza a senatorial farce.

The renowned Alice Roosevelt Longworth, wife of the Speaker of the House, appeared on the scene. Mrs. Borden Harriman, wealthy and socially elect, also was in the packed chamber.

Mallon's head bosses from New York joined the audience, Karl A. Bickel, president, and Robert J. Bender, vice-president and general news manager, of the United Press Association. They brought with them Paul Patterson, of Cleveland, Ohio, as counsel for their now nationally celebrated staff writer.

The Senators of the Committee gradually filed in, with Moses, the quick-tongued phrase-maker from New Hampshire, presiding. "Sunny Jim" Watson, of Indiana, the Republican leader, was there, along with the redoubtable Reed, Smoot, Bingham,

Hale, Overman, Harrison, Swanson, McKellar and Copeland.

As the hearing opened, the well-built, deep-voiced Paul presented a clear statement of his attitude.

"I am advised by counsel," he told the Committee, "that I am not obliged to appear before, be sworn by, or testify to this Committee on the ground that this Committee has not the authority to subpoena me before it or require me to answer any question.

". . . I am here to answer questions if I can do so without violating any confidence which I may consider has been reposed in me either directly or by custom of the press."

SENATOR SMOOTH, the Utah Mormon leader, immediately took up the cudgels in behalf of Mallon and challenged the power of the Committee.

After a brief round-robin of discussion on the point, Senator Watson interposed:

"Mr. Chairman, I move the Committee do now proceed to hear Mr. Mallon."

The motion was carried, Smoot outvoted, and the inquiry was on.

"Will you be good enough," the direct Moses inquired, "to tell this Committee the source of the information on which you based the article in question?"

"Senator, I must respectfully decline to reveal any sources of my information," responded the ready, courteous Paul, reiterating his intention to violate no confidence. "As you well know, as all the members of this Committee know, every day a newspaperman covering the Senate obtains information from confidential sources, and when so obtained he respects that confidence."

A ripple of acclaim stirred through the audience as Mallon stated his clean-cut refusal.

"You claim the right of protection that a newspaperman, a lawyer, a doctor, and other people in their positions claim?" demanded Senator Swanson, the present Secretary of the Navy.

"Absolutely, Senator Swanson," replied the witness.

SENATOR OVERMAN, the late dean of the Senate from North Carolina, took up the questioning.

"Mr. Mallon," he inquired, "would you object to stating whether you got

your information from a Senator or from an employee of the Senate?"

"I would, Senator Overman. That would go to the source of my information, I think."

"Would you say that you did not get it from an employee of the Senate?" pursued the white-haired solon.

"Well, if I should say that I did not, that would go to the source of my information, too."

"Then, you got it from a Senator?" pressed the North Carolinian.

Paul remained silent, as Senator Harrison hurried in with a query.

"Let me ask you this question," he began. "Once before on the West roll call, you published a similar article under your name?" (The preceding January Mallon likewise had published a secret roll call on the confirmation of Roy O. West to be Secretary of the Interior under Coolidge.)

"Yes, sir," replied Paul.

"Did you get, at that time, that information from the same source that you got this information from at this time?"

"I can see that that would go to the source of my information," parried the quick-minded youth, unshakable in his purpose to give no inkling of his collaborators.

IT IS perfectly obvious to any student of journalism," remarked the learned Bingham, "that if a reporter should divulge the name of the person or persons from whom he got an inside story, and that person or those persons did not wish the name or names revealed, he would be violating the ethics of the journalistic profession, is not that so?"

"Yes, sir."

"I have been told by members of your profession, men of very high standing," continued the former Yale professor, "that however much they might be interested in anything that happened in an executive session of the Senate, it would never occur to them to ask an employee or to embarrass an employee by asking any questions about that matter. Is not that the general practice among newspaper men?"

"I can see that that is going to the source of my information by eliminating employees," dodged the careful Paul.

The questioning turned to the privileges of the floor which had been extended to the press associations.

"By virtue of the fact that you were accorded the privileges of the floor of the Senate," Watson asked, "you had no additional advantage in obtaining this executive or secret information, you say?"

"I do not think so, Senator. I mean

that one could have obtained that without the privilege of the floor."

"I want to come to the question of ethics on your part," the Republican leader continued. "That is to say, because you had been accorded the privileges of the floor by the Senate, you saw no impropriety in publishing an article that invaded the secrecy rules of the Senate?"

"I understood when I accepted the privileges of the floor," the trained reporter readily elucidated, "that I did not waive any right to carry news out of the Senate that I considered important and of public interest."

DISCUSSING newspaper practice further, Senator Bingham presently demanded:

"Do you permit the person you are interviewing to be the judge of whether or not the information which he gives you may be made public or not?"

"Well, that is a statement that would not hold true in all cases," came the answer.

"Suppose when he gives you the information he says: 'I want you to treat this as private information.' You would not publish it, then?"

"No, I would not publish it," said the young man. He added, however: "But, if he should say: 'I just had a phone call stating that Mr. Hoover had died,' well, then, I would go out and get the information, if I could, from another source. So the proposition that you present to me would not hold true in every case."

Under further questioning he summarized in excellent wording the reportorial attitude:

"My point of view is that I am a working newspaperman, and that I am covering the Senate, and that I print the news as I find it, without violating any confidence, but with knowledge of the patriotic interest of the people and loyalty to the organization that I work for."

AFTER 45 minutes of fruitless attempt to make this young newsman break a professional confidence, the Committee dismissed him and went into closed session to thresh out its ticklish problem. A critical impasse had been reached and something must be done about it.

Now, just what was the information that this Committee had sought so assiduously only to be frustrated by a bright young man? Who actually had let this alert reporter know what took place in that secret session of the Senate? Who lined up that vote for him so he could publish it to all the world? Senate employee or Senator?

Untrustworthy clerk or august representative of a sovereign State?

As a great many commentators at the time suggested—the present writer has ascertained—no Senate employee played false to his trust. The information emanated from no member of the clerical staff. Nor was it with the collaboration of a lone Senator.

Paul Mallon got his secret roll call on the Lenroot nomination from ten or twelve Senators, all opponents of the 150-year-old secrecy rule.

Had the Rules Committee or the Senate actually wanted to determine who had violated its rules, all it would have had to do was to turn a searchlight upon its own membership. Why, for instance, if it really had wished to know, did it dodge so completely the resolution of the clear-witted Harrison which would have authorized the Committee to call each of the 96 Senators before it for questioning?

It dodged the facts, that's all. It took out its spite on the young man who had got it into this public jam, who had showed up the furtive sanctioning of a nomination.

When faced with the refusal of this young man to testify, instead of calling other witnesses, "the Senators," to use the words of a New York Times editorial writer, "thanked God that they were rid of a knave and allowed him to go about his business as before."

That is precisely what the Committee did. It abruptly proceeded to forget about Paul, and, as suddenly and unexpectedly, turned table and voted out a recommendation for modification of the age-old secrecy rule.

That turn of events was exactly the goal of the Senators who had aided and abetted the intrepid newshawk. While they liked the young man, his initiative, his wish to give to the reading public a just and vital news story, their interest had not been simply that of evidencing the milk of human kindness, of giving him or his press association a "scoop."

They wanted that secrecy rule eliminated. Publication of this vote, which so many had wanted kept guarded, they knew would bring the issue to a head. On the basis of it they could launch a fight for open sessions at all times. And so they did.

The Rules Committee already had capitulated. The Senate got its authoritative notice of this in the terse, pithy report of Chairman Moses that very afternoon.

"The Committee on Rules held a session this morning," he informed the eager chamber, "for the consideration of what is termed in parliamentary

(Continued on page 13)

◆ THE BOOK BEAT ◆

Conducted by MITCHELL V. CHARNLEY

REVOLUTION

THE ROOSEVELT REVOLUTION,
by Ernest K. Lindley. The Viking
Press, New York. \$2.50.

Nobody who reads this review will be, at worst, less than casually familiar with what has been going on since March 4. But interpretation of the New Deal—discovering the right synthesis and synchronization of laws, policies, agreements, rulings and overthrown customs—may be something else again.

Ernest Lindley doesn't know whether or not to call the Roosevelt regime a revolution; but he couldn't think of a better word. He has been able to see what has been happening in Washington, however, with a background neither you nor I can bring to it. He was an Albany correspondent when Roosevelt was governor, and he has been at the President's elbow ever since. The make-up of the aristocratic liberal who manages our government is no mystery to this former newspaperman.

The book—no better and no worse than any good newspaperman with Lindley's contacts could write—is a clear and forceful history of the United States in the last eight or nine months. It interweaves actual events of these months with reasons for them and their effects, and produces a significant whole.

No history such as this would have been possible under any other administration. No reporter would have been able to write as authoritatively. Now every Washington correspondent has free access to all the facts. That's part of the revolution. Would any reporter, then, blame Lindley if he pictures Roosevelt's every move as being exactly right? Or for allowing his writing to be colored by his own personal respect and admiration for the President? I can't.—Lauren K. Soth, Journalism Department, Iowa State College.

IT CAN BE DONE

TIMBERLINE: a Story of Bonfils and Tammen, by Gene Fowler. Covici-Friede, New York, 1933. \$3.00.

Money can be made publishing newspapers. Frederick Gilmer Bonfils (born Eugene Napoleon Buonfiglio, in Corsica) and Harry Heye Tammen did it. They owned a gibbering, writhing, red-spattered sheet called the *Denver Post*, which called itself

"Your Big Brother," of "The Happy Family of the West."

Bonfils, you know, was the lad about whom *Editor & Publisher* printed so many columns a few months back. They constituted a rare serial obit, for verification of the Bonfils legend came slowly.

It's not news that Gene Fowler writes a story well. He does as good a job on "Timber Line," as he did on "The Great Mouthpiece," his biography of Bill Fallon. He has jammed it full of yarns about everyone from Eugene Field to Horace Greeley; he tells about the accouchement of Harry Tammen's elephant, Alice.

His descriptions are superb. For instance, this: "The leading printing expert of Chicago was summoned to make a survey of the antique Hoe presses, two spavined hulks that crouched like sick dinosaurs in a filthy basement." Again: "The presses belonged in a museum. They grumbled like abused tractors on a heavily-mortgaged farm... Baling wire was kept in readiness—like bandages in a first-aid kit—to be wound about fractured parts. The building itself was hardly reminiscent of the Taj Mahal, and the office equipment looked as if it had been bequeathed by a beachcomber. Yet there was a spirit of hooray among the palsied rafters..."

There are catches—the style isn't all so vivid. But Fowler is a newspaperman, though Bonfils and Tammen were not. Neither Hollywood nor board covers can change him. And he has written a book to read.—Gardiner Mulvaney, Mount Vernon (N. Y.) *Daily Argus*.

HEY-HEY DAY

THE NIGHT CLUB ERA, by Stanley Walker. Frederick A. Stokes Company, New York, 1933. \$3.00.

"Primarily a scientific book," says *The New Yorker's* Alva Johnson in his introduction to 321½ pages of reporting and editorial insert by the city editor of the *New York Herald-Tribune*. Johnson's adjective has an unfortunate connotation. The inference is wrong.

Through deftly presented facts alone, the author shows us the brilliance, the stupidity, the gentleness and the brutality of Times Square. He discusses the management, the entertainment, the food-and-drink qual-

ity, and the fate of every major night club in New York since (to quote the opening sentence of the book) "the Eighteenth Amendment went into effect." He does it vividly, accurately, fairly. He does not attack, he does not defend. Anecdotes about everyone from Belle Livingstone to "Feet" Edson are included—the publicity-horror of Owen Madden, the "maniacal" curiosity of Winchell, the crusades of the Rev. John Roach Stratton—all of them.

He discusses Broadway journalism, police ethics, kidnaping, speakeasy philosophy, taxi-dancers, Greenwich Village, Larry Fay's taxicabs, and the wretched liquor of Washington, D. C., with authority. Mobsters are neither his heroes nor his targets. He finds them good copy as are. He depicts them keenly and precisely. His style, almost brusque, is completely descriptive. He writes: "Jack (Legs) Diamond . . . was a frail, tubercular little rat, cunning and cruel. He liked to burn men's feet with matches."

Crisp sentences, short words. Not an unnecessary word or an underwritten phrase.

It's good reporting and sound comment by a newspaperman who knows how. And it's grand entertainment.

—Gardiner Mulvaney, Mount Vernon (N. Y.) *Daily Argus*.

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HEADLINES OF 1933

(Continued from page 3)

ing the first by nearly an hour to give Mr. Roosevelt's own version of what happened to the world. Durno scored his beat by arranging wire facilities in advance. He had made arrangements before leaving Miami to drop off stories at several points where he knew the train would pass. When the President-elect told the newspapermen on the train his story, Durno was all set. He had the story waiting—and by his advance preparations, also had a wire waiting—when the train next stopped.

THIS President again dominated the news when, within just a few hours after he had taken the oath of office, he was called upon to act in the banking crisis. Constant night-and-day duty was again in order. The emergency circuits were held open throughout the night and staff men were on duty constantly, covering the White House, the Treasury department and keeping in close touch with the leaders "on the Hill"—the newspaperman's term for the Capitol.

Under the direction of George R. Holmes, brilliant writer and able executive, the entire International News Service staff in Washington functioned with the smoothness of a well-oiled machine during all those hectic days.

The sudden death of former President Coolidge at Northampton, Mass., supplied a story that called for fast action by all of the press associations. Many reporters rushed to Northampton by plane while the long distance wires were being utilized steadily.

David P. Sentner, of the New York staff of I. N. S., flew to Northampton and Miss Dorothy Ducas made a quick train connection. Both had their stories going out over the wires within a comparatively short time. Emergency wires were set up to Northampton and maintained until after the funeral.

The crash of the dirigible Akron supplied another big story that required fast action and manifold emergency measures. Airplanes carrying staff writers were chartered and flown out to sea to aid in the search. Other staff writers were assigned to various places along the New Jersey coast where it was thought some word might be picked up of the survivors. The wireless was used constantly in an effort to extract information from various ships searching at sea. When

the pitifully few survivors finally were rescued and their stories obtained the wires fairly crackled with the news. This had been another day-and-night assignment. Reporters had no thought of stopping to sleep or rest. They were on the job until the story was told.

HITLER'S ascension to power in Germany and the subsequent developments in that country made first page news day after day. The story loomed so large that I. N. S. concentrated many of its star writers there. The veteran Arno Dosch-Fleurot was sent from Paris to take charge. Hudson Hawley, a foreign correspondent of many years' experience, was added to the staff and later placed in charge of the bureau. Quentin Reynolds, a truly great writer and reporter, was sent from New York and his colorful stories were widely featured.

Wiley Post's record-breaking solo flight around the world was a story that taxed the ingenuity of all the news gatherers. Advance preparations were made insuring constant word of the famous birdman even when he was streaking through the air over the wild stretches of Siberia.

President Roosevelt's National Recovery Act provided a constant flow of big news all through the year following its enactment. It brought a new personality into the news, Gen. Hugh Johnson. Everything he did made news. Half a dozen reporters had to be assigned to an entirely new beat in Washington—the NRA headquarters.

And that wasn't the only new "run" that had to be covered. The new agencies that blossomed into being required the addition of a score of reporters to all Washington staffs. Veteran Washington news men who had covered the capital during the war days felt that they were living those days all over again. The tenseness that existed in those days was there again. The war on depression was making just as much news as the World War had made.

It probably would be idle to speculate on what 1934 may bring in the way of big news but there is no doubt that another big year is in sight. Readjustments seem certain and as they come the knights of the typewriter are going to be kept plenty busy.

He "Scooped" the World on the Custer Massacre

(Continued from page 7)

Tell 'em it's coming and to hold the key!"

TOLD years later by Capt. Marsh at a banquet in Bismarck, the story of how Lounsberry and he (the Captain), succeeded in deciphering the gesticulations of the Indian scout "Curley," is unique. He said that "Curley" repeatedly drew two circles with a piece of coal on a medicine chest contained in the ship's kit, dotting the inside ring with figures which he called "absaroka." The outer circle he dotted with figures which he called the "Sioux," concluding his accounts with the Indian vernacular, "absaroka poof, poof," meaning after interpretation, "all soldiers killed." Not a man could understand the Indian until the Colonel and the Captain recalled that "absaroka" meant soldier.

No authoritative news of the battle reached the East until the full accounts from Bismarck came by way of St. Paul, July 7. The report did not reach the East until a day late because the Bismarck wire only worked direct as far as St. Paul in those days and no official confirmation was received by military authorities until after Lounsberry's newspaper stories had been published everywhere.

Early the morning of July 6, the Bismarck Tribune brought out an extra carrying an accurate and complete account of more than 2,500 words, the first published news of the massacre. Added to the report was the list of those killed and wounded.

"It was one of the best pieces of newspaper composition ever produced in the West and few of the subsequent histories of the fight possess the vivid dramatic power of this first story, written under the impulse of intense excitement," Joseph Mills Hanson, noted chronicler of Dakota Territorial history has said in his book "The Conquest of the Missouri," a biography based on the life and exploits of Capt. Marsh.

LLOYD THORPE (Washington '26) has purchased a prune ranch in Clark County after serving for a few months as editor of the Camas Post. He recently was elected vice-president of the Mid-Columbian Association of Chambers of Commerce. JOHN V. LUND, also of the Washington chapter, has returned to his position of editor of the Camas Post after his two and a half years' illness.

WHO «» WHAT «» WHERE

ALBURN D. (AL) WEST (Colorado '29), a member of the editorial staff of the Roswell (N. M.) *Morning Dispatch*, and Mrs. Fern Bledsoe, of Roswell, were married October 13.

CHARLES MacINNIS (Wisconsin '33) is a member of the faculty in West Junior High School, Binghamton, N. Y., and acts as adviser to the staff of the school's paper.

FRANK SMITH (Michigan '22) has been named associate advertising manager of General Foods, New York City. He has been with General Foods since February, 1931, prior to that time having been associated with advertising agencies in New York and Indianapolis and with the Cadillac Motor Car Company, in Detroit.

K. D. PULCIPHER (Illinois '18), formerly with the public relations department of the Pennsylvania Railroad, has become associated with N. W. Ayer & Son, Inc., in the Detroit office.

WALTER R. HUMPHREY (Colorado '24), national president of Sigma Delta Chi, professional journalistic fraternity, visited the University of Texas in Austin last month to attend initiation ceremonies of the fraternity. Following the initiation, he was the guest of honor at an informal banquet held in the University Commons.

JOHN J. SHINNERS (Marquette '29) has purchased the Hartford (Wis.) *Times*, weekly near Milwaukee.

CARROLL ARIMOND (Marquette '31) has joined the Milwaukee, Wisconsin, staff of the Associated Press. He was formerly employed by JOHN D. CLIFFORD (Marquette '31), weekly newspaper publisher of Watertown, Wisconsin. Armond's position at Watertown has been taken by EDWARD J. BYRNE (Marquette '32).

EARL HUTH (Marquette '32) has joined the news staff of the Milwaukee (Wis.) *Journal*.

REXFORD G. TUGWELL (Pennsylvania '15), assistant secretary of agriculture under SECRETARY HENRY A. WALLACE (Iowa State Associate), was the author of the lead feature article in the *American Magazine* for December.

THOBURN WIANT (DePauw '32) is a copyreader for the Indianapolis *News*.

HERBERT KELLY (Nebraska '26), formerly assistant city editor of the Lincoln (Neb.) *Star*, has taken a residence in Munich where he will do free-lance writing.

ARTHUR WOLF (Nebraska '32), JACK ERICKSON (Nebraska '33) and OSCAR

NORLING (Nebraska '28) are on the editorial staff of the Lincoln (Neb.) *Star*.

GEORGE B. PARKER (Oklahoma Associate), editor-in-chief Scripps-Howard Newspapers, New York, recently visited San Diego and Southern California.

WILLIAM McGAFFIN (Nebraska '32) is on the night copy desk of the Omaha (Neb.) *World Herald*. He formerly was police reporter on the Lincoln (Neb.) *Star*.

FRED G. EBERHART (Colorado '28) is managing editor of the *Denimed Veteran*, a semimonthly paper published by the Land's End Camp of the Citizens Conservation Corps at Whitewater, Colo. This C. C. C. camp is composed entirely of ex-service men, and it is one of the few camps with a paper.

J. F. FLAHERTY (Toronto '25) is a member of the Press Gallery, House of Commons, Ottawa, Can., having been assigned by The Canadian Press, news service, to cover the sessions of parliament.

AT DEADLINE

By R. L. P.

(Continued from page 2)

New Year's Eves in Knoxville—if we are needing sleep!

BACK across Kentucky and then Ohio, into Michigan—back again to the job and to the pleasant but pressing task of getting out the January issue of THE QUILL that you are now reading. Sorry not to have been able to have visited all the Southern QUILL contributors and friends along the way.

You folks down there have some real country to see (those Great Smoky Mountains have us under their spell); you know how to make things enjoyable for your visitors and we most certainly hope to come your way again.

The Smart Revue of Fraternity Jewelry in the 1934 Balfour Blue Book

WE PRESENT
Identification Medallion.....Page 18
Ye Olden Knife of Remembrance...Page 19
Chapter Officer's Charm.....Page 16

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Daring the Displeasure of the Senate to Get the News

(Continued from page 9)

and journalistic history as the Mallon case. Mr. Mallon was present, accompanied by counsel. The meeting was public and I think all present will agree that it was fruitless.

"There was an executive session of the Committee following, however, at which the plain consensus was that as a consequence of the episode two results have flowed: one, that which took place resulting in the barring of representatives of press associations from the floor of the Senate, and the other an inevitable amendment to the rules of the Senate regarding executive sessions."

The Senate readily agreed to his immediate request that all resolutions relating to the amendment of the rule

be referred to his Committee with the understanding that a report would be made the first week in June. It is history that within a fortnight after that report, the Senators who had assisted Paul won their fight and the rule was changed. Only five votes were registered against the Robinson resolution embodying the amendment when on June 18 the vote was taken, while there were 69 Senators who approved it.

And so it is, due in immediate part to the enterprise of a young newspaper reporter, that all of Mr. Roosevelt's nominations are being considered in the open, and the American public with this administration is given a new deal in an important part of the Nation's business.

» AS WE VIEW IT «

1933 WAS A HEADLINE YEAR

THIS year we've just completed was an exceptional one for the newspapermen of America. Never has there been such a dramatic, thrilling, challenging array of peace-time news stories as those that have paraded across the front pages of the nation in the last 12 months.

Seldom, if ever, has there been a man in the White House who so seemed to understand newspapers and newspapermen. Few, if any, have talked so openly, so freely, so understandingly with the men covering Washington as has President Roosevelt.

Barry Faris, vice president and editor of International News Service, in summing up the "Headlines of 1933," declares historians probably will record the year as the most momentous one in peace times in the history of the country.

And it seems only logical to believe that 1934 also is going to be a dramatic one affording plenty of "page one—must" material.

THAT TUGWELL BILL

THREE were so many bricks thrown at the so-called Tugwell Bill relating to the manufacture, shipment, sale and false advertising of food, drugs and cosmetics that we began to get suspicious.

Was the opposition so strong because, as alleged, the bill gave the Secretary of Agriculture such "dictatorial power" or simply a matter of revenue, a fight to keep a lot of advertising that might otherwise be bundled right out of the papers and magazines or off the air?

Perhaps the bill did give such dictatorial power. Perhaps it should have been modified, as Senator Copeland since has done. Perhaps the present Food and Drug Act should be overhauled and enforced more effectively than in the past.

There certainly should be some improvement over the present situations. And we are thankful there is an organization such as Consumers Research that gives consumers some idea of what they really are buying and paying for when they succumb to the attractive advertisements written by the clever lads in the advertising field.

If a cosmetic or drug concern can compound from some simple ingredients a preparation costing a few cents, make

a lot of extravagant claims for it and create a huge market by advertising, that may be business and legitimate business at that—but it also suggests to us, reminiscent of the prosecutor's office beat, sounding like larceny by trick or "false pretenses." The same applies to extravagant patent medicine claims.

It doesn't seem exactly the thing to have a newspaper ethical and professional on its editorial side, checking its facts and materials, questioning sources and measuring men and events, then permit extravagant or unjustified assertions to be made in its advertising columns.

Yes, we know that a number of papers make an effort to check their advertising and that they refuse thousands of dollars worth of advertising in a year's time. And we personally have seen an irate managing editor order a full page ad out of a Sunday edition of a metropolitan newspaper as soon as he had sighted the offending material. But there is a lot more that could come out—and in the long run, we believe, the papers would be better for it.

Frankness and sincerity are coming to mean just as much in the advertising columns as in the editorial ones.

KISS AND MAKE UP?

IT looks as if the radio folks and the newspaper publishers are going to kiss and make up—forget the feud that was beginning to make them look like a couple of small boys, each daring the other to cross the line.

Radio and the newspapers should be allies. One should supplement the other, each should recognize its own limitations and the other's accomplishments. Working together they can achieve many things for mutual benefit—conflict means trouble for both.

One broadcasting chain threatened to go into the news gathering field in competition with the established press services. A number of publishers kicked radio programs right out of their papers in retaliation, although it seems to us a great many of their readers wanted that brief, daily summary of programs and had a right to expect it.

At any rate, it hasn't been a very pretty picture, this strife between radio and the press, and it is to be hoped that permanent peace has been established and can be maintained between the two.

AS THEY VIEW IT

THOSE BLINKER WEARING GENTLEMEN

AMERICAN newspaper offices have been cursed with blinker wearing gentlemen who destroy natural writing and style of expression by harping about 'style.' I think this terrible disease first afflicted our journalism through that altogether delightful and provocative but wholly impractical if not nonsensical book of Ambrose Bierce, 'Write It Right.'

"Any writer thoroughly grounded in grammar need not worry about style. If he has it in him he will develop it, if not, he will be a routine writer all his days—and will wind up as a veteran copy reader still worrying about 'do's' and 'don'ts.'"

"If a big story is breaking, I only want to know one thing—what is happening. And I have learned through the years that it is bad policy to assign a good stylist to find

out. He is so busy worrying about what he is going to say that he has no time to say it.

"My advice to editors is simply this: Don't hire 'em until you are satisfied they know the fundamentals of grammar and spelling. Remember always that a highbrow is a man educated beyond his intelligence and he has no place in the newspaper business. Style consists of just one thing: It is a reflection of the personality of the man writing and does not come out of style sheets. Toss them into the hell box. All you can demand is good grammar, good taste and good sense."

"All copy readers who change a writer's copy to make it conform to style should be shot at sunrise and all the editors who tolerate such vandalism with them."—Malcolm W. Bingay, editorial director, the Detroit Free Press, in the A. S. N. E. Bulletin.

Can YOU Answer This Telegram?

WANT MAN OF OUTSTANDING ADVERTISING ABILITY TO
BUY AFTER INVESTIGATION AN INTEREST IN SMALL;
COUNTY SEAT DAILY IN FASTEST GROWING CITY OF
SOUTHWEST STOP POPULATION HAS INCREASED FIFTY
PERCENT IN LAST THREE YEARS AND PROMISES TO
DOUBLE IN NEXT FIVE STOP GROWTH DUE TO PRESENCE
ONLY MINES OF KIND IN WESTERN HEMISPHERE PLUS
NATIONAL PARK NEARBY PLUS MILLIONS INVESTED BY
REFINERIES RAILROADS AND MINING COMPANIES STOP
MUST HAVE PROOF MANS ABILITY TO PRODUCE STOP
WILL MEAN SMALL RETURN AND HARD WORK AT FIRST
STOP GOOD OPPORTUNITY TO MAKE GOOD MONEY
AND HELP ESTABLISH PERMANENT BUSINESS IN
PROMISING CITY

If you are interested and are registered with the Personnel Bureau, answer this wire in a letter to the Bureau immediately. The Bureau will forward your letter to the editor in question and prepare a confidential transcript of your Bureau record for him.

If you are NOT registered, but are interested in this or other opportunities available through the Bureau, send for registration form. The registration fee is \$1 for three years.

PERSONNEL BUREAU

of Sigma Delta Chi

836 Exchange Avenue

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"Puts the Right Man in the Right Place"

How Will You Handle Your Next "Story of a Lifetime"?

Handling big news stories in "world beater" fashion is a matter not only of innate ability but of preparation and study.

Where can you find a better example to study than that of Carr V. Van Anda, news genius of the *New York Times* for three decades? And where find more interesting and exciting true accounts of how tremendous news stories were developed and played up than in the story of Van Anda's career, as told by Barnett Fine?

Here, in a manuscript approved by Van Anda himself, you will find the story of how he organized the coverage of the sinking of the Titanic . . . how he predicted the movements of the German merchant submarine Deutschland . . . how he scooped the world time and again on World War news . . . how he gathered together in a few hours the scattered news threads involved in Harding's death and Coolidge's assumption of the presidency . . . how he made Tut-Ankh-Amen into live news across the nation . . . how, in earlier years, he got a scoop on General Grant's death . . . how he took away the old *New York World*'s own stunt of sponsoring the first airplane flight down the Hudson . . .

. . . how he protected his paper against libel suits and even against denials . . . how he developed newspaper use of wireless . . . how he pioneered in rotogravure . . .

This story of Van Anda's career was published in abridged form in a series of articles in **EDITOR & PUBLISHER** last winter under the heading "Feats of Van Anda of the Times." The complete version is now being published in book form under the title of

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Please send me copies of "A Giant of the Press," the story of Carr V. Van Anda's newspaper career.

Name (type or print)

Inclosed find check or money order.....

Street

Or, please send C.O.D..... (check one).

City